

Zebulon

Sales Information from the U.S. Census of Business for Zebulon and Townships of the trade area is not available; however, sales information for the town was obtained for fiscal year July 1, 1964 - June 30, 1965, from the North Carolina Department of Revenue. During that year Zebulon retail merchants' sales totaled \$5,133,400.

Wake County

Information from the U.S. Census of Business indicates that a favorable rate of sales growth occurred in Wake County from 1958 to 1963 (33.4%). In the counties of the retail trade area from 1958 to 1963 sales increased by an average of approximately 41%, most of which was probably absorbed in Raleigh, Rocky Mount, and Wilson. (See Appendix A, Tables 7 and 8).

North Carolina Department of Revenue figures indicate retail sales in Wake County increased by 3.7 times since 1950. (See Appendix A, Table 9).

Retail Specialization

Food, gas, and automobiles account for 54 cents of every dollar spent in the non-urban portion of Wake County (which includes Zebulon). This indicates some specialization in these items. This specialization is apparent in the retail establishments located in Zebulon. (See figures below.)

	1963
	Division of Sales
	Dollar in non-urban
	portion of Wake County ^{a/}
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Food	\$.25
Gas stations	.16
Automobiles	.13
Eating and drinking places	.09
General merchandise	.07
Furniture and household appliances	.04
Drugs	.03
Non-store retailers	.01
Apparel, lumber, building, materials, and non-store retail stores	.22
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	\$1.00

^{a/} U.S. Census of Business, 1963.